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ABSTRACT

Addressing the use of communication (interpersonal, folk, traditional, group, organizational, and mass media) in the development process, this book discusses some of the conceptual and theoretical basis for integrating communication effectively into development plans and execution. It also examines the rationale and practical necessity for such integration, and uses case studies to demonstrate how to positively take advantage of communication potentials and possibilities while avoiding possible dysfunctions. Chapters in the book are (1) "Development, Social Change, and Development Communication: Background and Conceptual Clarification" (Andrew A. Moemeka); (2) "Communication and Development: Everyone's Problem" (Hamid Mowlana); (3) "Development Communication: Interplay of Knowledge, Culture and Power" (Wilmal Dissanayake); (4) "Religion, Development and Communication: A Proposal for Taking a Communication Perspective" (W. Barnett Pearce); (5) "Communication in the Service of Social Change: Identifying Fundamental Hurdles" (Andrew A. Moemeka); (6) "Development Communication Planning for Social Change" (Andrew A. Moemeka); (7) "Development Communication: Strategies and Methods" (Andrew A. Moemeka); (8) "Development and Mass Communication: Effective Use of the Mass Media in Rural Development and Social Change" (Andrew A. Moemeka); (9) "Development Journalism: The Role of the Print Media in Development and Social Change" (Olatunji Dare); (10) "Communication, Organizational Management and Industrial Development" (John Parrish-Sprowl); (11) "Ethical Considerations in Development Communication" (John Parrish-Sprowl); (12) "Rural Radio Broadcasting for Health Education: Audience Participation and Message Effectiveness" (Andrew A. Moemeka); (13) "Uniculturalism and Quasi-Enterprises: A Lesson in National Development" (Yanan Ju); and (14) "Investigating Development Communication Constraints: Spousal Abuse among Low-Income Employees at an Institution of Higher Learning" (Noma Owens-Ibie). Contains approximately 300 references. (RS)

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